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McClung Bros. Rose Nursery,  
Tyler Tex.

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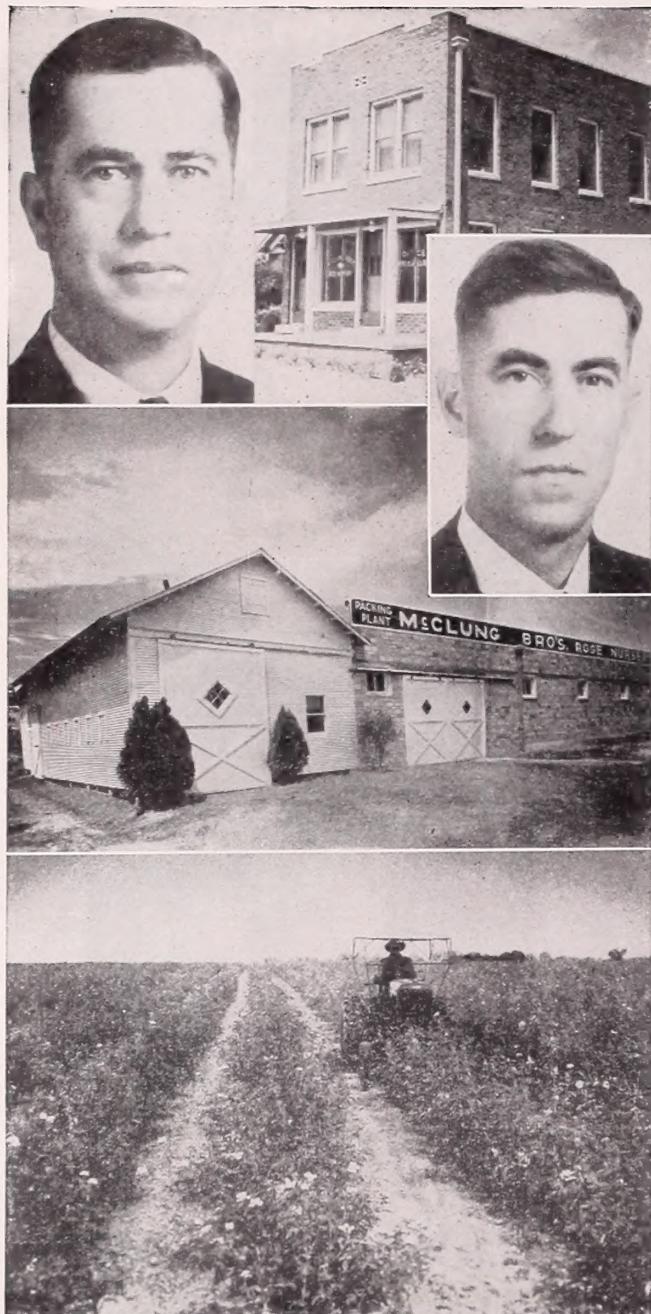
★ JAN 25 1946 ★

Agriculture



See  
Page 5  
for  
Collection

# HINTS *on* CARE and CULTURE *of* ROSES



## McClung Bros. Roses Come from the Famous East Texas Fields, the Largest Rose Growing Center in the U. S. A.

**LOCATION:** McClung Bros. Rose Nursery is located five miles northwest of Tyler, Texas, on Route 5, right in the very heart of the largest rose growing section of the United States. Here, climate and soil are most ideal for producing the healthy, hardy plants that bear our label.

If near by, visit our nurseries! You're always welcome. Should you care to phone us, our number is 9070-F4. We may be reached by long distance call at this number.

**TWO-YEAR-OLD PLANTS:** McClung Bros. ship only two-year-old field-grown plants. These plants have been allowed to remain in the field and are not dug until your order is received, thus assuring you of fresh, healthy plants with all of the vitality retained in the plants.

**UNDERSTOCK:** All McClung Bros. roses are budded on vigorous, disease-resisting understock, Rosa multiflora japonica. Every operation is under the supervision of experienced and expert rose men, assuring you at all times of stock true to name.

**ROSES BY THE CARLOAD:** McClung Bros. are producers of Roses on a very large scale. Under our personal supervision, we grow many car-loads of over one hundred varieties, but we have culled the varieties down to a few of the finest and hardiest sorts, as described in this catalog.

**PACKING AND SHIPPING:** Our roses are packed in tightly wrapped, heavy kraft paper or burlap and are guaranteed to reach you in good, fresh condition. All orders are dug, filled and shipped, as near as possible, the same day received and it is necessary that you state how you want your shipment made, otherwise we shall use our judgment as to the best way, without assuming responsibility.

**BUY DIRECT FROM THE GROWERS:** It has been brought to our attention that salesmen are going through the country claiming to represent McClung Bros. Rose Nursery. Let us caution you that we do not employ any salesmen or order takers. You deal direct with the grower when ordering from us, thereby eliminating the extra profit of commission added by salespeople. Our customers get the benefit of these and other savings (by our methods of doing business) through lower prices, as well as better plants.

### OUR GUARANTEE

We guarantee all our Roses to be true to name and, on proper proof, will replace any that are not, but will not be responsible beyond replacing the plants. Our plants are also guaranteed to reach you in good condition in every respect, or your money will be refunded, if you do not care to have additional plants to replace them.

### OUR TERMS

Cash must accompany all orders as we have no Credit Department and would only have to add to our prices to sell on terms. So send Currency, Post Office or Express Money Order, or personal check. No orders will be accepted for less than \$1.00 unless 25 cents extra is included for packing and postage.

### REFERENCES

Chamber of Commerce	Peoples National Bank
Tyler State Bank & Trust Co.	Citizens National Bank
... or any other business house of Tyler, Texas	
Also our customers (names of some near you sent on request)	

### EXPLANATION OF PHOTOGRAPHS

Insets: Left, H. H. McClung ... Right, J. W. McClung, Owners McClung Bros. Rose Nursery.

Top, Main Office ... Center, Packing Shed ... Bottom, A view of our rose fields. Tractor illustrates our modern method of cultivation.

### A word about the Age and Size of ROSE PLANTS

Most all nursery-grown budded roses are at least two years old but a great many of them do not grade up to the No. 1 or extra heavy grades as many nurserymen describe them. This is especially true with field-grown roses—in spite of the same care, they do not grow at the same rate. The inexperienced rose buyer is usually more concerned about the age of the plants he buys than he is about the grades, whereas the grade and size is of far more importance.

All of McClung's plants are heavy grade, No. 1, two-year-old plants, having thick canes and heavy root systems, and as a result you get more and better blooms, per plant, the first season.

## PREPAID PRICES ON ALL McClUNG'S ROSES

(Except Patented Varieties)

### ALL EXTRA HEAVY, STRONG 2-YEAR OLD PLANTS

Each	\$ .60
Per dozen	6.00
Per 100	50.00

## McCLUNG BROS. ROSE NURSERY

ROUTE 5

TYLER, TEXAS

Date 19

SOLD TO \_\_\_\_\_

ROUTE OR STREET \_\_\_\_\_

POST OFFICE \_\_\_\_\_ STATE \_\_\_\_\_

EXPRESS OFFICE (If different from Mail Address) \_\_\_\_\_

May we substitute if out of your Variety? Yes—No (Scratch one).

Due to the great difference in climatic conditions in the sections of the country where we ship roses, it is **very important**, for best planting results, for you to give us the **month** and **approximate date** you want your order shipped.

Please ship my order on or about \_\_\_\_\_

ALL ROSES listed on this order sheet, excepting collections and Patented varieties, are: EACH, 60c; PER DOZ., \$6.00; PER 100, \$50.00.

QUAN.	VARIETY	QUAN.	VARIETY	QUAN.	VARIETY
	American Beauty		Madam Cochet, Pink		Climbing Roses
	Ami Quinard		Madam Cochet, White		Cl. American Beauty, Red
	Betty Grace Clark		Mev. G. A. Van Rossem		Cl. Etoile de Holland
	Betty Uprichard		Miss Rowena Thom		Cl. Edel
	Briarcliff		Mme. Butterfly		Cl. Francis Scott Key
	Caledonia		Mrs. Charles Bell		Cl. Columbia
	Charles K. Douglas		Mrs. E. P. Thom		Cl. K. A. Victoria
	Columbia		Mrs. Henry Bowles		Cl. Meteor
	Condesa de Sastago		Mrs. Pierre S. du Pont		Cl. Red Radiance
	Crusader		Paul Neyron		Cl. Pink Radiance
	Cuba		Pink Radiance		Cl. Pres. Hoover
	Cynthia		Pres. Herbert Hoover		Cl. Talisman
	Daily Mail		Rapture		Marechal Niel
	Dainty Bess		Red Radiance		Paul's Scarlet Climber
	Dame Edith Helen		Rev. F. Page-Roberts		
	Edel		Roslyn		
	Editor McFarland		Rouge Mallerin		
	Edith Nellie Perkins		Syracuse		New Patented Roses
	E. G. Hill		Sensation		Dickson's Red, \$1.50
	Essence		Sister Therese		Texas Centennial \$1.00
	Etoile de Holland		Souv. de Claudius Pernet		Cl. Blaze, \$1.25
	Frank F. Dunlop		Sunburst		Green Rose, \$1.00
	Francis Scott Key		Talisman		Yellow Talisman, 1.00
	Frau Karl Druschki		William F. Dreer		
	Golden Dawn		Willowmere		
	Golden Ophelia		White American Beauty		
	Gorgeous		White Radiance		
	Hadley				Collections
	Imperial Potentate				Cover Collection, \$1.50
	Independence Day				"Victory Dozen," \$5.40
	Joanna Hill				Elsie's Favorite, six \$2.90
	Jonkheer J. L. Mock				Christine's, dozen \$5.40
	Julien Potin				McClung's Lucky
	K. A. Victoria				Seven, \$3.29
	Killarney, Pink				Climber Collection, \$1.50
	Killarney, White				Big 6 Poly or Baby Rose
	Lady Hillingdon				Offer, \$2.90
	Los Angeles				Color Collection, \$4.60
	Luxembourg				McClung's Big 4, \$2.00
	Margaret McGredy				"Faithful Dozen," \$5.40
					McClung's Radiance
					Collection, \$5.40

TOTAL NUMBER OF BUSHES \_\_\_\_\_

AMOUNT OF ORDER \$ \_\_\_\_\_

CAUTION: Please write your name plainly and check your order carefully before you mail it. Avoid Errors and Delays.

DO NOT WRITE IN THIS SPACE

Date \_\_\_\_\_ How Shipped \_\_\_\_\_ Cer. Tag No. \_\_\_\_\_ Order No. \_\_\_\_\_

FROM \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

PLACE  
POSTAGE  
STAMP  
HERE

## McCLUNG BROS. ROSE NURSERY

R. F. D. No. 5

TYLER, TEXAS

# Hints on CARE and CULTURE of ROSES

There is no other business so fraught with sentiment, or that has the peculiar lasting fascination, as the business of Rose growing. We have always been among Roses, where they ran riot along the fences, clambered up the front gallery, and covered the trellises with a wealth of bloom and fragrance. "He who would have beautiful Roses in his garden must have beautiful Roses in his heart." There is no greater refining influence in Nature than that imparted in the cultivation of the beautiful in tree, shrub, and flower. The hearts of children are more closely bound to the sweet and pure ties of home if that home is embowered by leafy surroundings and fragrant flowers. The children will grow up and go out from these homes with Roses in their hearts to bless the world.

## LOCATION

Select a sunny location where water does not stand after a rain, and as far away as possible from large trees and shrubs, as the roots of these usually extend farther than the branches, and sap the ground for a considerable distance. Do not plant on ground where roses or other trees have grown old and died. A sandy loam soil is best with a clay sub-soil, but roses will do well in almost any soil if it is well fertilized, drained and cultivated. If the only available site it damp or soggy all the time, drain it with tiles or stones laid at the edge of the beds.

## PREPARATION OF THE SOIL

If possible, have the beds plowed or spaded as deep as 12 to 18 inches, turning the top soil under and thoroughly pulverizing the soil a week or more before planting in order to let it settle.

## PLANTING

Open the package of roses as soon as they arrive and plant at once or dig a trench and cover the roots with moist or wet dirt and the tops with straw or burlap to prevent drying out. Prune off any broken or bruised roots and small branches and cut the heavy canes back to about six or eight inches above the graft or union of the root stock. (See Fig. 1.)

Dig a hole large and deep enough so that the top of the graft will be at least three inches below the ground level, with the roots extended in a natural position. (See Fig. 2.)

Set the plant in the hole as shown in Fig. 3.

Fill in the hole with loose dirt and soak with water and after refilling the hole use both feet to tramp the earth firmly around the roots. (See Fig. 4.)

Then cut back the top to four or five inches as shown in Fig. 5. All our Roses are pruned before shipping but should be pruned back farther as indicated above.

## CULTIVATION

The roots of roses should not be disturbed but the surface of the bed should be kept cultivated to a depth of two or three inches by going over it every week or ten days. If this dust mulch is maintained it will conserve the moisture and save a great deal of labor in watering. Should the beds become too dry, soak them thoroughly by allowing the water to run directly on the ground and after the surface begins to dry, cultivate as above. Avoid, at all times, the wetting of the foliage. This causes Blackspot and Mildew.

## PRUNING

Roses should never be allowed to go unpruned from year to year. The Teas and Hybrid Teas, commonly known as everblooming or monthly blooming roses, bloom on the new wood produced each growing season and only three or four of the most vigorous canes should be left on the plant and these cut back to a height of not over eight or ten inches above the ground level. The Perpetual, Hybrid Perpetuals and allied families of bush roses should be reduced about one-half and thinned by taking the weak canes and stems out.

Climbing roses as a rule should not be pruned heavily after the first year. The framework branches should be trained against the wall or fence and may be shortened in after years if desired. Each season the weak and dead branches should be removed on all types of climbers. Those listed as monthly bloomers should be pruned more heavily than the varieties which bloom only once or twice during the season for the reason that they bloom on new wood during the growing season while those making a large burst of flowers in the spring and only intermittently thereafter usually bloom on wood grown the preceding year. Probably the best time to prune roses in this latitude is during the month of January or the early part of February.

## WINTER PROTECTION

Roses need very little protection in this climate and if about six or eight inches of dirt is pulled to the plants after they become dormant there will be little or no loss from cold weather. In the North it is well to mound this dirt up and after the first heavy freeze cut the tops back about half and work strawy manure, leaves or evergreen boughs over the canes, taking care that they are not smothered with too much material over them.

## CUT ROSES

Roses should be cut when the buds begin to open with as long a stem as it is possible to secure and still leave a stub or spur on the main cane long enough to carry one or two leaf stems. At the base of each of the leaf stems will be noticed a bud or eye and when one or two of these are left on the remaining spur they will force out new flower stems and produce many more flowers than bushes where the stems are cut too close to the main cane.

## FERTILIZERS

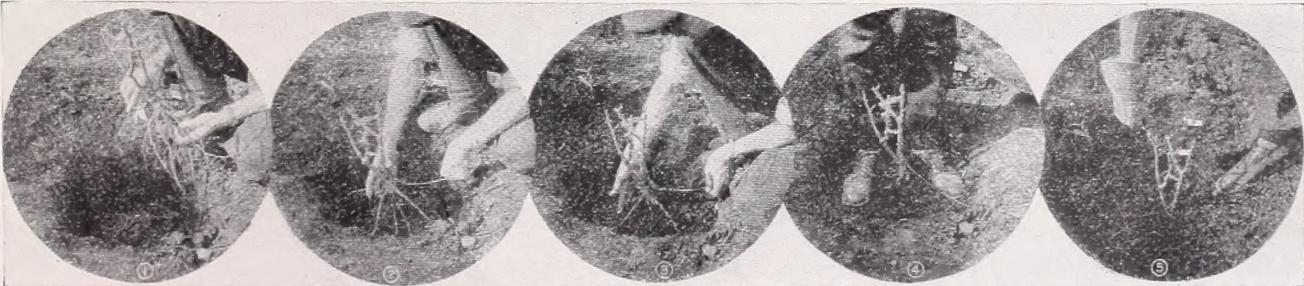
After the plants begin to grow, they will need some extra feeding. We recommend Vigoro as it seems to be a complete plant-food. It was used in the noted Rose Garden of the Century of Progress, Chicago, and is a success in private gardens. Full directions for use are supplied with each package. Covering the bed through the summer with Peat Moss, leaves or a similar substance, to a depth of three to four inches will conserve moisture and keep the surface free from weeds. The soil does not need to be cultivated when so covered.

Caution should be taken to see that no fertilizer comes in direct contact with the roots and under no circumstances should it be placed under the plant at the time of planting.

## CONTROLLING INSECTS

Mildew and Blackspot are the worst enemies of roses and prevention is a great deal easier than attempting to cure the disease. Dust the plants thoroughly every two or three weeks with a dust made of nine parts sulphur and one part arsenate of lead.

Chewing insects and green plant lice can easily be controlled by spraying with a solution of arsenate of lead, nicotine or other reliable sprays on the market used according to the direction of the manufacturers.



## 10 McCLUNG'S EVERBLOOMING ROSES—BY COLOR

Here Is What You Get in This Wonderful Offer

2 REDS... 2 PINKS... 2 WHITES... 2 YELLOWS... 2 VARIEGATED

This plan saves you money. You get the same high-grade two-year-old, No. 1 plants that are listed in this catalog. We are able to quote this exceptionally low price because by using this plan we avoid waste and packing expense and this saving is passed on to you and you get the same high grade plants, by color, as you would by variety. Think of it—10 high grade plants, pruned ready for planting, shipped to you postpaid for only

Please do not mention variety names as this collection is by color only.

\$4 60  
POST PAID



PINK

# McCLUNG'S—The Loveliest of All Roses . . .



AMI QUINARD



COLUMBIA



CALEDONIA

Among all the flowering shrubs that grace the garden, none can compare to the Rose. Of diverse color and character of foliage, of endless design and color of blooms, it lends itself to a wider range of decoration than any other single group of plants. The Rose is truly termed "The Queen of Flowers." And no garden or planting scheme is complete without its Rose bed.

## Varieties marked with an asterisk

(\*) are illustrated

**AMERICAN BEAUTY.** Large, globular crimson buds. A very popular variety which always wins great admiration with its beauty and perfume.

**\*AMI QUINARD.** Striking semi-double Rose of very dark crimson-maroon, produce freely on tall semi-shrubby plants. Buds. Beautiful color. Striking.

**BETTY GRACE CLARK.** One of our best new roses. Fragrant flowers of tawny yellow and apricot. Stems long and stiff, making the blooms excellent for cutting. Very vigorous and free-blooming.

**BETTY UPRICHARD.** Copper-red buds, opening to semi-double, large blooms of delicate salmon-pink, with reverse carmine having coppery sheen. One of the best bloomers.

**BRIARCLIFF.** Very much like Columbia but a deeper rose-pink. Good growth and free flowering.

**CALEDONIA.** Modern white Rose with long, exquisite creamy white buds opening to beautifully shaped, snowy flowers. Plants are very strong and bloom over a long period.

Be Sure to Include One of  
McClung's "Faithful Dozen"  
Collections  
(See Page 10)

SEE PAGE 2 FOR PRICES ON  
ALL ROSES  
All Roses Listed in This Catalog Are  
Shipped Postpaid

**CHARLES K. DOUGLAS.** A fine garden Rose because of the size of the flowers and the rich crimson-scarlet of the petals. The buds are long-pointed and in half-open form very handsome. The plant is an exceptionally good grower with foliage that seems to be free from many of the common diseases.

**COCHET WHITE.** Large, double blooms with a very light lemon-yellow tint at the center. Vigorous, upright-growing plant that blooms abundantly during the whole season.

**\*COLUMBIA.** Words fail to do justice to this marvelous Rose. It is a very beautiful peach-pink, deepening as it opens. Superior shaped buds on very long and nearly thornless stems. Very hardy.

**\*CONDESA DE SASTAGO.** One of the few Pernetianas which thrive in Southern gardens. The backs of the petals are golden yellow while the inside is reddish copper. This variety is so good that it has been awarded several medals and certificates of merit, both in America and in Europe, since its introduction.



CONDESA DE SASTAGO

## McCLUNG'S RADIANCE ROSE COLLECTION

12

In this outstanding collection, composed of six (6) Red Radiance and six (6) Pink Radiance, you have the beginning of a most successful rose-garden. Possibly no two roses have attained such high popularity or have been more extensively planted in American rose gardens. For complete description of each variety see page 10 of this catalog. Due to a limited supply of these wonderful roses we urge you to get your order in at once.

These 12 roses postpaid to you for only

\$5<sup>40</sup>

# McCLUNG'S ROSES—Bring New Charm to Your Home

## FRONT COVER COLLECTION

**3** This offer contains 3 of rose-dams most popular varieties, the beautiful JOANNA HILL, gorgeous double blooms with Indian-yellow center, TALISMAN, the most gorgeous assemblage of colors ever presented by a rose. E. G. Hill—dazzling red blooms that shade to deep crimson. Think of it—all three of these wonderful roses, post paid for only

**\$150**

**CRUSADER.** Crimson buds of moderate size and excellent shape.

**CUBA.** Vivid orange-scarlet buds opening into copper-red and orange-vermilion blooms. A very showy variety.

**CYNTHIA.** Rich, glowing Oriental red or brilliant carmine in all stages of development. Exceptionally well-formed buds and open blooms on stiff stems make it an outstanding cut-flower variety.

**DAINTY BESS.** Single flowers which are often 3 inches across. The color is a pure flesh-pink with tints of old-rose on the reverse of the petal. A variety that has attracted a great deal of attention, as the flowers are at times nearly square, somewhat after the fashion of clematis.



ETOILE de HOLLAND

**DAILY MAIL.** This is a new Rose and we think the name should cause you to include it with your order by daily mail. Its blooms are crimson shaded maroon and vermillion. A very pretty rose, indeed.

**\*DAME EDITH HELEN.** A superb variety for spring and autumn blooms, as the flowers are at their best in hot weather. The color is a clear, rich pink, making the flowers superb for exhibition purposes. Stems are long and strong, thus supporting the flowers when on display.

**EDEL.** Very large, well-built, stately blooms of pure ivory-white and lovely globular form; fragrance slight. Plant very vigorous, bearing its bold blooms on erect stems; foliage quite good.

**\*EDITOR McFARLAND.** Among the finest of the deep pink Roses. The color, which is a clear brilliant pink, holds all through the season. The blooms are fragrant, carried on long stems and extremely desirable for cutting.

**\*E. G. HILL.** Dazzling red blooms that shade to deep crimson without a touch of blue. Exceedingly good garden Rose, vigorous, free flowering, and making friends even among the most critical growers of Roses. It seems to hold the color well even under scorching suns.

**ESSENCE.** Fragrant, fiery crimson, velvety petals. Strong stems for cutting. Vigorous, bushy.

**\*ETOILE de HOLLAND.** Very large, well-built, brilliant red blooms; fragrant. One of the best new garden Roses.

## BEST CLIMBER COLLECTION

**3** OF THE NEWER AND BETTER CLIMBERS  
Two-year field-grown and budded. Postpaid

**150**

**CLIMBING TALISMAN.** A truly distinctive climber. Fragrant and rich in color shades. Coloring same as the bush.

**CLIMBING COLUMBIA.** Sport of Columbia, almost thornless, and excites the admiration of all who see it.

**PAUL'S SCARLET CLIMBER.** One of the greatest of the hardy climbers. Combines rapid growth with extreme hardiness and free blooming habit. Brilliant scarlet flowers.



DAME EDITH HELEN



EDITOR McFARLAND



E. G. HILL

## EARLY WINTER PLANTING IN THE SOUTH

Late fall is the best planting-time in the South because growth ceases for only a few weeks in mid-winter. Bushes planted before winter comes make good root-growth and are ready to begin growing vigorously when spring opens. In southern states, Roses may be planted at any time in winter when the ground is not frozen, and as late as the middle of May. However, with a little special care, they can be planted as late as June 1. If possible, prepare the ground several weeks in advance before planting, to allow plenty of time to settle before the Roses are planted. It is also well to protect newly planted Roses by hilling the earth up around them the first winter.

# McCLUNG'S ROSES

## Make a House a Home



FRANK W. DUNLOP

\***FRANK W. DUNLOP.** Deep rose-pink, large, pointed buds open to full fragrant blooms on long stems. Free flowering, strong, healthy grower.

\***FRANCIS SCOTT KEY.** One of the largest reds. Easy to cultivate. Its color is a beautiful crimson-red, shading to cerise, and it has a profusion of petals opening to a higher center. Thrifty grower. Very hardy. Beautiful foliage. Wonderful for cut-flowers.

**FRAU KARL DRUSCHKI (Hybrid Perpetual).** The buds are slightly tinted with pink but open into snowy-white blooms. The flowers are enormous and borne very freely until about the first of July. Under favorable conditions a second blooming period may come in early autumn. The plant is extremely strong growing, often reaching 8 feet in height.

**GORGEOUS.** Very double, light yellow blooms, overspread with copper and orange in vivid hues. Good foliage.

\***GOLDEN DAWN.** A wonderful bedding Rose with massive buds, opening to lemon-yellow flowers of excellent form. Rates high as the best all-round yellow garden Rose.

**GOLDEN OPHELIA.** Similar to the old variety Ophelia, but the blooms have a center of rich golden yellow which shades lighter to the edges of the flower. In size the blooms approach full double.

**HADLEY.** A rich crimson-red flower with velvety texture. Moderate in bloom and growth. Highly recommended for cut-flowers.

**IMPERIAL POTENTATE.** Dark, shining rose-pink, shaded lighter on reverse of petals.

**INDEPENDENCE DAY.** Long-pointed buds and double flowers of deep golden salmon, with a tint of copper. Unusually free blooming.

**JOANNA HILL.** Very double bloom with Indian-yellow center, surrounded by bold, buff petals.

\***JONKHEER J. L. MOCK.** Rosy pink, almost silver-white, reverse of petals deep carmine-pink. Blooms of magnificent size on long, erect canes.

\***JULIEN POTIN.** A fine, clear yellow Rose of vigorous, erect habit, with very shapely flowers of good yellow.

Every rose listed in this catalog is a two-year-old field-grown plant of the highest quality. Remember — we pay the postage.



FRANCIS SCOTT KEY



JULIEN POTIN



J. L. MOCK

We have no agents. Send all orders direct to us at  
Tyler, Texas  
SEE PAGE 2 FOR PRICES ON ALL GRADES



ELsie McClung

### ELsie's Favorite Six Roses

My one wish is that every little girl in America could have these six roses that my Daddy grows. They are so pretty and sweet and make you feel so happy when you can go and cut your very own. Here are the six I like best: Luxembourg, Golden Dawn, Red Radiance, Pink Radiance, Talisman and Francis Scott Key. ELSIE'S favorite. Six. (All No. 1)

Postpaid

\$2.90

# McCLUNG'S ROSES

*Will Bring New Beauty to Your Garden*



MARGARET McGREDY

Every rose listed in this catalog has bloomed, one full season, in our fields before being shipped to you.



LUXEMBOURG

## \* KAISERIN AUGUST VICTORIA.

Queen of the white Roses. Pure white with never a tinge of pink. Splendid large buds and superb, full double blooms. A continuous and profuse bloomer. We consider this Rose our very best white. It has been chosen by vote of the American Society as one of the best twelve Roses in America.

**KILLARNEY, WHITE.** Pure white sport of above, and identical in shape and blooming qualities.

**KILLARNEY, PINK.** Bright sparkling pink blooms come from long-pointed buds. Popular both for the garden and for growing under glass. It is a strong, robust plant, giving flowers liberally.

**LADY HILLINGDON.** Deep apricot-yellow to orange. Long, slender, pointed buds. A very free-flowering variety and a striking decorative Rose. Thrifty, sturdy, spreading growth.

**LOS ANGELES.** Flowers of pale satiny pink, richly shaded with deep rose and gold.

**LUXEMBOURG.** Flowers deep orange, much larger than Sunburst. Long-pointed buds on graceful stems. Beautiful foliage. Strong thrifty grower. The best and most beautiful deep yellow Rose we have ever grown.

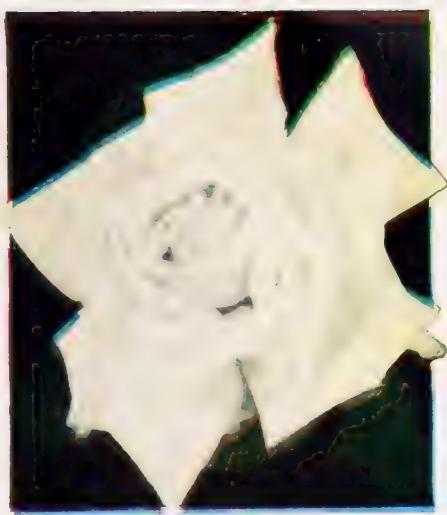
**MARGARET McGREDY.** Orange-vermillion blooms with light green, healthy foliage. One of the best for home-gardens.

**MRS. CHARLES BELL (Shell-Pink Radiance).** A sort of Radiance and like it except its color—a very even shade of soft, clear shell-pink.

**MRS. ERSKINE PEMBROKE THOM.** The fine long buds open into perfectly shaped flowers of rich lemon-yellow.

**MRS. HENRY BOWLES.** A highly recommended variety with clear pink flowers which shade slightly lighter as they open. The blooms are reasonably high centered and remain in good condition for many days after cutting.

**MRS. HENRY MORSE.** The flowers are bright pink with silvery shadings.



KAISERIN AUGUST VICTORIA



KILLARNEY PINK



LADY HILLINGDON

## CHRISTINE'S FAVORITE DOZEN



CHRISTINE McCCLUNG

I like all the roses Elsie likes, but, my goodness, out of all the roses Daddy grows I couldn't stop with just six. They are all so very pretty, but I know any little girl my age would be happy with my dozen. Christine's dozen. (All No. 1) Ami Quinard, Betty Uprichard, Columbia, Caledonia, Betty Grace Clark, Etoile de Holland, K. A. Victoria, E. G. Hill, Pink Killarney, Mrs. Pierre S. DuPont, Mrs. G. A. Van Rossem, Pres. Herbert Hoover.

Postpaid( All No. 1).

**\$540**

Be sure to include McClung's  
Lucky 7 offer with your order  
(See Back Cover)

# McCLURE "VICTORY DOZEN" ROSES



This **VICTORY** dozen is a good buy because it will add so much beauty during these and the trying months.

It is a money-saving collection of the most popular and best tested varieties that will produce the most beautiful blooms in any season. They are all free bloomers with a bushy habit. All are two-year-old roses, some of our very heaviest grade.

Here is what you receive in the "VICTORY DOZEN" collection:

1. **ETOILE de HOLLAND**. Large, double, red.
2. **MRS. PIERRE S. DU PONT**. Large, double, yellow-orange, of excellent form.
3. **PRESIDENT HERBERT HOOKE**. Large, double, vivid cerise-pink and yellow.
4. **E. G. HILL**. Dazzling red, double, with a yellow center.
5. **CALEDONIA**. Long, pointed, double, white buds.
6. **EDITH NELLIE PERKINS**. Large, double, of rich orange and salmon.
7. **MISS ROWENA THOMAS**. Large, double, and orange-flame.
8. **MEV. G. A. VAN ROSS**. Large, double, apricot, heavily veined, and very desirable.
9. **EDITOR McFARLAND**. Large, double, fine for cutting.
10. **GOLDEN DAWN**. Large, double, yellow, of excellent form.
11. **CHAS. K. DOUGLAS**. Large, double, rich crimson-scarlet and yellow.
12. **ROSLYN**. Golden yellow, double, with long, tapering buds opening into large, double, double flowers.

Think of it—the 12 roses listed above—all with the very highest rating among experienced rose enthusiasts. **SHIPPED PREPAID TO YOUR DOOR FOR ONLY**



NGS  
RY  
Y"  
S

en so named be-  
your **MORALE**  
s to come.

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**\$5<sup>40</sup>**

# McCLUNG'S "VICTORY DOZEN" ROSES

This **VICTORY** dozen has been so named because it will add so much to your **MORALE** during these and the trying days to come.

It is a money-saving collection of tried and tested varieties that will thrive and produce beautiful blooms in any section of the country. They are all free blooming and vigorous in habit. All are two-year-old, field-grown plants of our very heaviest grade.

Here is what you receive in **McCLUNG'S "VICTORY DOZEN"** collection:

1. **ETOILE de HOLLANDE.** Best rich glowing red.
2. **MRS. PIERRE S. DU FORT.** Golden yellow of excellent form.
3. **PRESIDENT HERBERT HOOVER.** Beautiful vivid cerise-pink and yellow orange.
4. **E. G. HILL.** Dazzling red that shades to deep crimson.
5. **CALEDONIA.** Long, exquisite, creamy-white buds.
6. **EDITH NELLIE PERKINS.** Long painted buds of rich orange and salmon-pink.
7. **MISS ROWENA THOM.** Brilliant satiny pink and orange-flame.
8. **MEV. G. A. VAN ROSSEM.** Glowing orange-apricot, heavily veined with orange. Very desirable.
9. **EDITOR McFARLAND.** Deep pure pink. Fine for cutting.
10. **GOLDEN DAWN.** Lemon-yellow flowers of excellent form.
11. **CHAS. K. DOUGLAS.** A splendid, large rich crimson-scarlet rose.
12. **ROSLYN.** Golden yellow with orange shadings, tapering buds opening to large double flowers.

Think of it—the 12 roses listed above—all with the very highest rating among experienced rose enthusiasts. **SHIPPED PREPAID TO YOUR DOOR FOR ONLY...**

**\$5<sup>40</sup>**





# McCLUNG'S GREAT "RADIANCE ROSES"

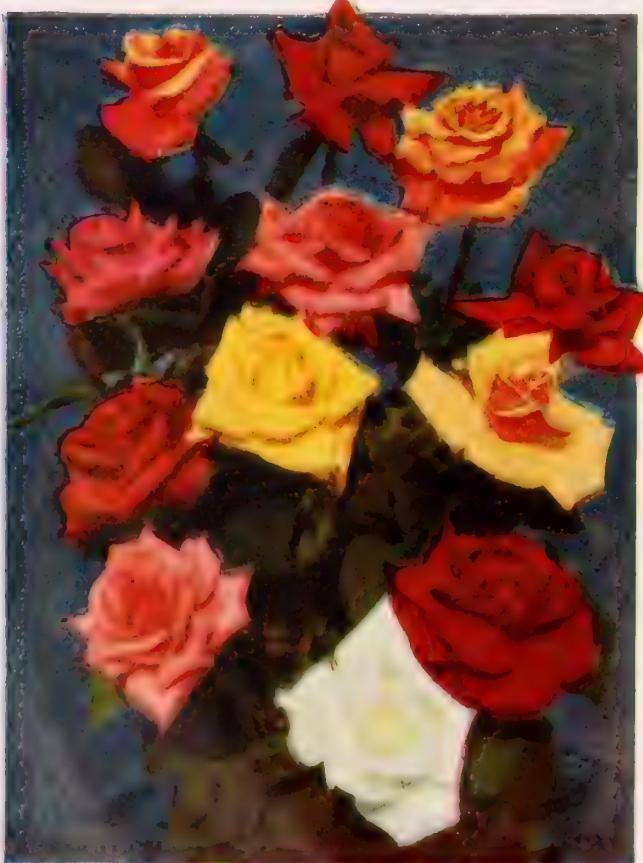
**\*MRS. PIERRE S. DU PONT.** A bright, unfolding yellow of the deeper variety. Beautifully shaped flowers, known for its prolific bloom and healthy habit.



MRS. P. S. DU PONT

**\*MEV. G. A. VAN ROSSEM.** Glowing orange or apricot colored buds which open to bright golden yellow flowers and veined with orange—very beautiful. (Page 9.)

**MISS ROWENA THOM** (Illustrated on Page 9). Blooms of brilliant satiny pink, with orange-flame center.



**MME. BUTTERFLY.** An extra-fine Rose which should be in every garden. Both the buds and the open bloom are light pink with tints of gold near the base of the petals; richly perfumed. The plant is strong growing and throws up many stems surrounded with sprays of flowers. Mme. Butterfly can be depended on to bloom under trying conditions.

**MME. EDOUARD HERRIOT.** The original of all the bright orange-pink varieties.

**PADRE.** Golden yellow, streaked with orange and red. One of the best new Roses.

**PAUL NEYRON. HP.** Produces the largest pink Rose in the world, on a long, graceful stem. A half-dozen will make a nice bouquet.

**\*RADIANCE—PINK.** America's leading Rose, according to the decision of the American Rose Society. It is indeed a beautiful pink Rose, with large-pointed buds of clear, even shade of pink, opening into tulip-shaped blossoms on long graceful stems. A very thrifty grower with waxy foliage.

**\*RADIANCE—RED.** With this variety and Pink Radiance you have the beginning of a satisfactory and successful Rose garden. Possibly no two Roses have attained such high popularity, or been used more extensively in American gardens. The blooms of Red Radiance are deep rose-red, and freely produced all summer. Its half-open buds are lovely, and develop into large flowers that are desirable in the garden and superb for indoor decoration.

RADIANCE—WHITE

This Rose combines all of the wonderful qualities of the other Radiances only exception is that it is pure white.



RADIANCE—PINK



RADIANCE—RED

## McCLUNG'S "FAITHFUL DOZEN"

The 12 Roses offered in this collection are, in our opinion, the very best for the beginner or the professional rose grower and have been selected by our experts for their precision of bloom, hardiness, beauty, disease-resistant foliage and their cutting qualities. Each plant is our No. 1 heavy grade and all have bloomed one year in our nursery. They will live and continue to produce bunches of beautiful blossoms the first summer after planting.

Here is what you receive in McClung's "Faithful Dozen" (see illustration, top row, left to right). 1. Tishman, 1. Ami Quantz, 1. President Hoover, 1. Columbia, 1. Dame Edith Helen, 1. Crossier, 1. Primus No. 2, 1. Key, 1. Julian F. Tim, 1. G. Macias, 1. Mrs. Henry Rawls, 1. Endymion White, 1. Shirley.

Order now in one of McClung's "Faithful Dozen." You will be sure then pleasure that you will and remember they are postage paid only.

**\$5<sup>40</sup>**

# McCLUNG'S ROSES—

## for Beauty and Fragrance

**\*PRESIDENT HERBERT HOOVER.** A glorious new multicolored Rose unfolding its broad, thick petals unhurriedly from the beautiful pointed bud. Vivid cerise-pink softly flamed with yellow, orange, and scarlet; this combination most emphatic on the reverse. The perfume is exquisite; the foliage ornamental.



PRESIDENT HERBERT HOOVER

**RAPTURE.** Somewhat similar to Mme. Butterly and others of that class, although the blooms seem to have a more delicate coloring. The buds and the flowers are glowing pink and produced in great profusion on strong plants.

**REV. F. PAGE-ROBERTS.** Double golden yellow blooms. Free blooming in spring and fall.

**\*ROSLYN.** Beautiful, tapering buds and large double flowers of golden yellow with orange shadings on the reverse of the petals. Undoubtedly one of the outstanding garden yellows.



ROSLYN

**\*ROUGE MALLERIN.** Brilliant red buds open into large blooms; the color is rich, glowing scarlet, and the finish of the petals gives them the appearance of a soft, silky velvet. A variety that is worth growing.

**SYRACUSE.** The long-stemmed scarlet crimson flowers hold their color until the petals fall, and are prize-winners at shows. Tall plants with leathery foliage.

**SENSATION.** A descendant of the reliable Hoosier Beauty and Premier, with the good qualities of both parents. The flowers are very large, full, double, and sweetly scented with 45 or more petals; the color is scarlet-crimson with markings of maroon.

**\*SISTER THERESE.** The chrome-yellow buds tinged with carmine and the lighter yellow open blooms, spicily fragrant, with deeper tones of apricot and gold, are always beautiful to behold.

**SOUV. de CLAUDIUS PERNET.** The sensation of the day in yellow Roses. Large, sunflower-yellow blooms, perfectly formed; very fragrant. Dark, glossy foliage. Vigorous growth.

**SUNBURST.** Another leading yellow. The color is golden orange and deep yellow, varying at different stages of development.

**\*TALISMAN.** The most gorgeous assemblage of colors in one flower ever presented by a Rose. The strong colors exhibited mostly are gold, apricot-yellow, blood-orange, deep pink and old rose. The bud is long and shapely, developing into medium-sized, compactly double flowers. Free bloomer; glossy foliage.

**WHITE AMERICAN BEAUTY (Frau Karl Druschkii).** This Rose stands at the top of the Hybrid Perpetual group of Roses in America. Long-pointed buds with large, double, pure snow-white flowers. The bud sometimes has just a tinge of flesh-pink, but develops into a pure white blossom.

**WILLIAM F. DREER.** Very large buds and flowers of deep rose-pink; highly perfumed. Blooms freely.

**WILLOWMERE.** A medium-sized, long-pointed bud carries tints of carmine and coral-red; the open bloom is of medium size, double, and full centered. In color the flower is shrimp-pink, with a shade of yellow at the heart of the bloom, and tones of carmine-pink at the edges of the petals. The plant grows freely, with light green foliage and few thorns. Blooms early and intermittently all the season.

Be sure to include McClung's  
Lucky 7 offer with your order  
(See Back Cover)



TALISMAN



ROUGE MALLERIN



SISTER THERESE



PAUL'S SCARLET CLIMBER

# McCLUNG'S

# Select Climbers

**CL. COLUMBIA.** Sport of Columbia, almost thornless, and excites the admiration of all who see it.

**CL. EDEL.** A Sport of the Bush. Very large, well-built, stately blooms of pure ivory-white and lovely globular form.

**CL. ETOILE DE HOLLANDE.** The brilliant red blooms hold well during hot weather. Well known everywhere and seems to have few serious faults.

**CL. FRANCIS SCOTT KEY.** Sport from Francis Scott Key. One of the largest and best crimson reds. Our own propagation; no others have it. A strong climber and perfectly hardy.

**CL. KAISERIN AUGUST VICTORIA.** The best white climbing rose. Pure white, shading at base of petals to a light cream; very fragrant.

**CL. METEOR.** Large buds and very double blossoms of intense velvety crimson, borne on long stems. Bright foliage of darkest green.

**CL. PINK RADIANCE.** Combining all the characteristics and color of Pink Radiance except that it is a climber.

**CL. PRESIDENT HOOVER.** This sport of the famous President Hoover Rose has the same long, straight stems and quantities of lovely flowers as its parent.

**CL. RED AMERICAN BEAUTY.** A vigorous-growing plant which does best when heavily fertilized and placed in a dry, cool location. The flowers are deep rosy-red shaded with deep carmine, full double, and have the real old-fashioned Rose fragrance.

**CL. RED RADIANCE.** A sport of Red Radiance, and like it except that it is a vigorous climber.

**CL. TALISMAN.** Same as talisman, except its climbing habit.

**MARECHAL NIEL.** This is an old favorite beautiful yellow which still holds its prestige.

**\*PAUL'S SCARLET CLIMBER.** No other Rose in any class can compare with it for brilliancy of color. The flowers are medium size, semi-double, scarlet, very freely produced in clusters from top to bottom of plant. The very finest pillar-Rose when trained to a stake.

## McCLUNG'S Dwarf Polyanthas or BABY ROSES

The popularity of Polyanthas or Baby Roses is increasing rapidly because of their continuous and profusion of bloom. They produce their blooms in large clusters but are low-growing, about 24 to 30 inches, which make them ideal for borders, edging along garden walks or hedges. They are very hardy and require very little winter protection and are almost free from leaf disease. Used in solid beds or clumps of three or more they will furnish continuous color all season.

All of the varieties listed below are very hardy and are truly everblooming.

**\*BABY ORLEANS.** The showiest and prettiest of the pink Dwarf Polyantha Roses. Small, double, pink roses from early spring until frost.

**BABY TAUSENDSCHON.** Flowers are medium size, white to soft pink, borne in clusters on average stem. Blooms abundantly all season.

**CECILE BRUNNER (Sweetheart Rose).** Small buds and flowers of light pink with yellow base, born in graceful clusters. Vigorously faithfully blooming plant. One of the very best Polyanthas for cut-flower use.

**KATHARINA ZEIMET.** Small, very double, pure white flowers in large clusters. Vigorous, faithfully blooming plants.

**\*KIRSTEN POULSEN.** A fitting companion for Anne Poulsen and Else Poulsen. Color light red or rose-scarlet, with blooms carried in long sprays. Plants vigorous, growing nearly 2 feet high.

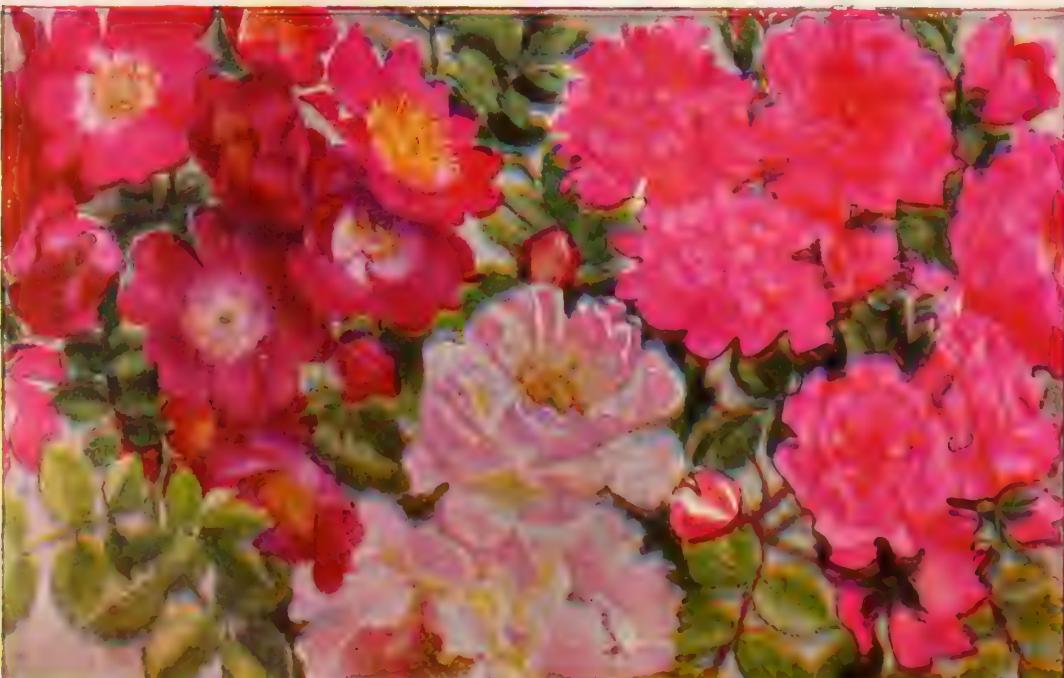
**ELSE POULSEN.** One of the most outstanding of the "Baby Rambler" Roses. The blooms are a bit larger than the usual type, bright rose-pink in color, and borne in profusion from early June to late autumn.

**GEORGE ELGER.** Dainty golden buds and pale cream flowers. The prettiest yellow Polyantha.

**GOLDEN SALMON.** Bright orange salmon flowers that come in huge clusters. First really orange Polyantha. One of the best.

**\*IDEAL.** This Rose will give you a great mass of dark scarlet flowers with almost black shadings. The blooms are double and of medium size.

**CHATILLON ROSE.** Enormous clusters of bright pink, semi-double blooms. We consider it a fine variety.



KIRSTEN POULSEN

ELSE POULSEN

BABY ORLEANS

ELLEN POULSEN. Flowers of bright rose-pink, darker toward edges, borne profusely in large clusters. One of the best baby Roses.

See  
Page  
14  
For  
McClung's  
Big 6  
Collection  
of  
Baby  
Roses

USE THIS ORDER BLANK TODAY

# McCLUNG BROS. ROSE NURSERY

ROUTE 5  
TYLER, TEXAS

Date \_\_\_\_\_

19 \_\_\_\_\_

SOLD TO \_\_\_\_\_

ROUTE OR STREET \_\_\_\_\_

POST OFFICE \_\_\_\_\_ STATE \_\_\_\_\_

EXPRESS OFFICE (If different from Mail Address) \_\_\_\_\_

May we substitute if out of your Variety? Yes—No (Scratch one).

Due to the great difference in climatic conditions in the sections of the country where we ship roses, it is **very important**, for best planting results, for you to give us the **month** and **approximate date** you want your order shipped.

Please ship my order on or about \_\_\_\_\_

ALL ROSES listed on this order sheet, excepting collections and Patented varieties, are: EACH, 60c; PER DOZ., \$6.00; PER 100, \$50.00.

QUAN.	VARIETY	QUAN.	VARIETY	QUAN.	VARIETY
	American Beauty		Madam Cochet, Pink		<b>Climbing Roses</b>
	Ami Quinard		Madam Cochet, White		Cl. American Beauty, Red
	Betty Grace Clark		Mev. G. A. Van Rossem		Cl. Etoile de Hollande
	Betty Uprichard		Miss Rowena Thom		Cl. Edel
	Briarcliff		Mme. Butterfly		Cl. Francis Scott Key
	Caledonia		Mrs. Charles Bell		Cl. Columbia
	Charles K. Douglas		Mrs. E. P. Thom		Cl. K. A. Victoria
	Columbia		Mrs. Henry Bowles		Cl. Meteor
	Condesa de Sastago		Mrs. Pierre S. du Pont		Cl. Red Radiance
	Crusader		Paul Neyron		Cl. Pink Radiance
	Cuba		Pink Radiance		Cl. Pres. Hoover
	Cynthia		Pres. Herbert Hoover		Cl. Talisman
	Daily Mail		Rapture		Marechal Niel
	Dainty Bess		Red Radiance		Paul's Scarlet Climber
	Dame Edith Helen		Rev. F. Page-Roberts		
	Edel		Roslyn		
	Editor McFarland		Rouge Mallerin		
	Edith Nellie Perkins		Syracuse		<b>New Patented Roses</b>
	E. G. Hill		Sensation		Dickson's Red, \$1.50
	Essence		Sister Therese		Texas Centennial \$1.00
	Etoile de Hollande		Souv. de Claudius Pernet		Cl. Blaze, \$1.25
	Frank F. Dunlop		Sunburst		Green Rose, \$1.00
	Francis Scott Key		Talisman		Yellow Talisman, 1.00
	Frau Karl Druschki		William F. Dreer		
	Golden Dawn		Willowmere		<b>Collections</b>
	Golden Ophelia		White American Beauty		Cover Collection, \$1.50
	Gorgeous		White Radiance		"Victory Dozen," \$5.40
	Hadley				Elsie's Favorite, six \$2.90
	Imperial Potentate				Christine's, dozen \$5.40
	Independence Day				McClung's Lucky
	Joanna Hill				Seven, \$3.29
	Jonkheer J. L. Mock				Climber Collection, \$1.50
	Julien Potin				Big 6 Poly or Baby Rose
	K. A. Victoria				Offer, \$2.90
	Killarney, Pink				Color Collection, \$4.60
	Killarney, White				McClung's Big 4, \$2.00
	Lady Hillingdon				"Faithful Dozen," \$5.40
	Los Angeles				McClung's Radiance
	Luxembourg				Collection, \$5.40
	Margaret McGredy				

TOTAL NUMBER OF BUSHES \_\_\_\_\_

AMOUNT OF ORDER \$ \_\_\_\_\_

CAUTION: Please write your name plainly and check your order carefully before you mail it. Avoid Errors and Delays.

DO NOT WRITE IN THIS SPACE

Date \_\_\_\_\_ How Shipped \_\_\_\_\_ Cer. Tag No. \_\_\_\_\_ Order No. \_\_\_\_\_

# McCLUNG'S BIG 6 COLLECTION of BABY ROSES

The six varieties offered in this money-saving offer will produce large clusters of little blooms and will bloom continuously all season. They attain about the same height which makes them very desirable for group or hedge planting. The big 6 collection consists of one each of: Baby Trausendschon, Ideal, Gol-

**6** den Salmon, Else Poulsen, Baby Orleans, George Elger.

Heavy Grade, two-year-old plants. A regular catalog value of \$3.60, postpaid to your door for only

**\$2<sup>90</sup>**

# McCLUNG'S BIG FOUR ROSES

It is our honest opinion that in McClung's big 4 collection of roses, we offer you 4 of the country's outstanding roses regardless of price—each one is a leader in its class and has been for the past several seasons. This wonderful offer includes one each of: **No. 1—Pres. Herbert Hoover**, without a doubt the leader among the two-toned roses. **No. 2—Golden Dawn**, a wonderful rose of golden yellow; rates high as one of the very best of the yellow roses. **No. 3—Caledonia**; the modern white rose with exquisite long, beautifully shaped buds. **No. 4—Etoile de Holland**; considered by many as the best and most outstanding red rose of the day.

You get all 4 of these beautiful roses, 1 of each variety, shipped to your door

FOR

ONLY

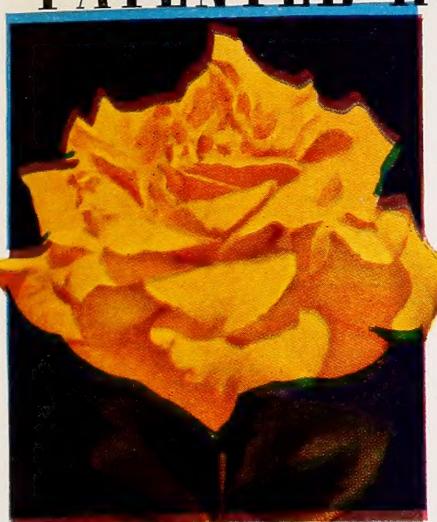
**\$2<sup>00</sup>**

POSTPAID



# The Aristocrats of Your Rose Garden

## "PATENTED ROSES"



YELLOW TALISMAN

### DICKSON'S RED

(Plant Patent No. 376)

A new arrival from the Emerald Isle. Red as the lips of a pretty Colleen—and just as bewitching. The color holds, too, does not blue with age. A sturdy rose that thrives in the hottest summer and blooms unceasingly. Certain to be the "Queen of Roses" for 1940. Very fragrant with large, full blooms on long stems. AWARDS: Gold Medal on the National Rose Society of England, Clay Cup for Fragrance, First Award for Hybrid Teas of "All-American Rose Selections" for 1940. Price each, \$1.50; per dozen, \$16.20.

### McCLUNG'S NOVELTY GREEN ROSE

(This is not a Patented Rose)

McClung's Novelty Green rose is not patented but it is a much sought for and an out-standing novelty. The flowers are of medium size and are the same color as the foliage, dark, pea-green. Because of its green color it is often used in floral arrangements. Very hardy and grows under almost all conditions. We know you will prize this odd curiosity. Strong 2-year plants, each \$1.00, postpaid.

### YELLOW TALISMAN

(Not Patented)

This beautiful, golden yellow rose is a sport of the now famous Talisman and like its parent is one of the most beautiful yellows in the garden. It is extremely hardy and a vigorous grower. It is an excellent rose for cutting and has a most pleasing fragrance. We consider it one of the most dependable yellow roses. Price, each, \$1.00.

### CLIMBING BLAZE

(Plant Patent No. 10)

Acclaimed by the nation as the only hardy everblooming scarlet climber. Blaze combines the vigor, beauty, and hardiness of Paul's Scarlet Climber with the everblooming qualities of a favorable everblooming Rose. Propagated from blooming wood. Each, \$1.25; per dozen, \$10.00.

### TEXAS CENTENNIAL

(Plant Patent No. 162)

A sport of the noted President Herbert Hoover. Blooms are large, brilliant vermillion-red, with touch of gold at base of petals, while center of flower shows slight shade of red. As the blooms mature the color slowly changes to a deep rich pink. Produces a delicate fragrance, has nice long stems, two-year-old field grown plants. Each, \$1.00; per dozen, \$10.00.

Illustrated  
Below  
TEXAS CENTENNIAL





AND  
NOW  
WE GIVE YOU

McCLUNG'S 7 ROSE  
BIG LUCKY OFFER

This year we are offering McClung's Luck 7 Rose offer and the 7 Roses listed in this offer are, in our judgment, the very best from the standpoint of thrifty growth, representative color and quality of bloom. We heartily recommend them to those who do not know "just the varieties to buy." You get one each of: No. 1, Briarcliff; No. 2, Margaret McGredy, No. 3, Sensation; No. 4, Sunburst; No. 5, K. A. Victoria; No. 6, Talisman; No. 7, Mrs. Chas. Bell. All of these beautiful Roses shipped to your door for only

**329**  
POST  
PAID

**McCLUNG BROS. ROSE NURSERY**  
TYLER, TEXAS

Route 5

Phone 9070-F4

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